Detailed Description of the Drawings

Figure	Label #	Label	Description
1	10	STORE POS CONTROLLER	PART OF THE SYSTEM THAT CONTROLS THE CASH REGISTER POS CHECKOUTS 14 IN A STORE
1	12	STORE POS LOOP	THE INSTORE NETWORK THAT CONNECTS ALL THE CHECKOUTS 14 TO THE STORE POS CONTROLLER 10
1	14	CASH REGISTER POS CHECKOUT	PRODUCTS ARE SCANNED AND TOTALED AT THE CASH REGISTER POS CHECKOUT
1	16	STORE POS SYSTEM	THE CHECKOUT FUNCTION PART OF THE RETAIL POS SYSTEM 18
1,2	18	RETAILER POS SYSTEM	THE STORE SYSTEM THAT OPERATES THE CHECKOUT FUNCTION AND OTHER FUNCTIONS; CONNECTED TO THE INSTORE SYSTEM 28 (FIG. 2) THE PRESENT INVENTION'S INSTORE SYSTEM OBTAINS DATA, MEANING TRANSACTION AND SHOPPER INFORMATION, DIRECTLY FROM THE RETAILER POS SYSTEM BY MEANS OF A 3RD PARTY NETWORK POS CARD, OR BY MEANS OF A WEB-SERVICE OR NETWORK REQUEST TO RETAILER REMOTE DATABASE 20, OR RETAILER IN-STORE DATABASE 22.
1,2	20	RETAILER REMOTE DATABASE	REMOTE RETAILER DATABASE THAT IS NOT LOCATED IN-STORE, STORES DATA FROM RETAILER POS SYSTEM 18 ; CONNECTED TO THE NETWORK 26 (FIG. 2)

Figure	Label #	Label	Description
1,2	22	RETAILER IN-STORE DATABASE	RETAILER DATABASE THAT IS LOCATED IN-STORE, STORES DATA FROM RETAILER POS SYSTEM 18
2	24	RETAILER INFORMATON SYSTEMS	THE AGGREGATED OF THE RETAILER POS SYSTEM AND RETAILER REMOTE DATABASE
2,3	26	NETWORK	NETWORK OF ANY TYPE AND DESCRIPTION INC. INTERNET, PRIVATE NETWORKS, FRAME SATELLITE, WIRELESS ETC.
2,3,4	28	INSTORE SYSTEM	INSTORE SYSTEM COMPRISED OF DEVICES SUCH AS COMPUTERS, CONTROLLERS, 3RD PARTY NETWORK POS CARDS, WIRELESS BASE STATIONS AND OTHER EQUIPMENT TO SUPPORT THE OPERATION OF THE SOLUTION
2,3	30	REMOTE HOST	THE SYSTEM HOSTED THAT ENCOMPASSES A CLIENT CAMPAIGN PORTAL SERVER TO SETUP MARKETING, PROMOTION OPTIMIZATION AND COUPON DELIVERY, AS WELL AS A DEVICE MANAGER SERVER TO OPERATE MARKETING, PROMOTION OPTIMIZATION, AND COUPON DELIVERY, AS WELL AS A DIRECT CONNECTION TO A PRIVATE REMOTE DATABASE SERVER, ALL IN A SECURE AND MISSION-CRITICAL ENVIRONMENT
2,3	32	REMOTE DATABASE	A DATABASE
2	34	REMOTE 3RD PARTY DATABASE	A DATABASE

Figure	Label #	Label	Description
3	36	SECURE WEB PAGES	SECURE WEB PAGES THAT CLIENTS USE TO ACCESS THE CLIENT CAMPAIGN PORTAL SERVER TO SETUP MARKETING, PROMOTION OPTIMIZATION AND COUPON DELIVERY ON THE REMOTE HOST
3	44	MOVEABLE "DEVICE" AT END-CAP DISPLAY AND EXIT	A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT AN END-CAP DISPLAY AT THE END OF A MERCHANDISE AISLE, OR LOCATED AT THE EXIT DOOR
3	46	MOVEABLE "DEVICE" AT SERVICE DESK & OUTSIDE DISPLAY	A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT AN END-CAP DISPLAY AT A SERVICE DESK, OR LOCATED AT AN OUTSIDE DISPLAY
3	48	MOVEABLE "DEVICE" AT MERCHANDISE AISLE & ENTRY	A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED IN A MERCHANDISE DISPLAY, OR LOCATED AT AN ENTRY DOOR
3	50	MOVEABLE "DEVICE" AT POS CHECKOUT	A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT A CHECKOUT AT THE POS

Figure	Label #	Label	Description
3,4	54	MOVABLE "DEVICES" WIRELESS OR WIRED CONNECTIONS	THE CONNECTION S USED TO CONNECT THE MOVABLE "DEVICES" TO THE INSTORE SYSTEM
3	56	LOCATION DESCRIPTION: ANY MOVEABLE "DEVICES" LOCATED AT A POINT OF PURCHASE DECISION NOT AT POS CHECKOUT	A DISTINCT LOCATION FOR MOVEABLE "DEVICE" SPECIFICALLY WHERE SHOPPERS DECIDE WHAT TO BUY, AS OPPOSED TO THE POS CHECKOUT WHERE SHOPPERS PAY FOR PURCHASES THEY HAVE ALREADY DECIDED TO BUY
4	60	"DEVICE" COMPONENT: PRINTER(S)	PRINTER COMPONENT WHICH IS ADDED TO INDUSTRY STANDARD PRICE CHECKERS, TO MAKE A MOVEABLE "DEVICE".
4	62	"DEVICE" COMPONENT: INPUT FROM SCANNER, RFID, MAGSTRIPE	INPUT COMPONENT SUCH AS A SCANNER, RFID OR MAGSTRIPE READER, THAT MAKES UP PART OF AN INDUSTRY STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE".
4	64	"DEVICE" COMPONENT: DISPLAY SCREEN	DISPLAY COMPONENT SUCH AS A SCREEN OR TOUCHSCREEN, THAT MAKES UP PART OF AN INDUSTRY STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE".

Figure	Label #	Label	Description
4	66	"DEVICE" COMPONENT: INPUT SCREEN, INPUT BUTTON(S)	DISPLAY COMPONENT SUCH AS AN INPUT BUTTON, OR TOUCHSCREEN BUTTON IMAGE, THAT MAKES UP PART OF AN INDUSTRY STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE".
4	68	COMPONENTS THAT TOGETHER MAKE UP INDUSTRY STANDARD PRICE CHECKERS, SPECIFICALLY LACKING AN INTEGRATED PRINTER	COMPONENTS THAT TOGETHER MAKE UP INDUSTRY STANDARD PRICE CHECKERS, SPECIFICALLY LACKING AN INTEGRATED PRINTER
4	80	COMPONENTS THAT TOGETHER MAKE UP MOVEABLE "DEVICE" AS DESCRIBED IN PRESENT INVENTION	COMPONENTS THAT TOGETHER MAKE UP MOVEABLE "DEVICE" AS DESCRIBED IN PRESENT INVENTION, COMPRISED OF INDUSTRY STANDARD PRICE CHECKER AND A PRINTER COMPONENT
5	M300	START	
5	M302	BUTTON PUSH OR SCAN/SWIPE DETECTED?	YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN AN INPUT; NO - THE PRESENT INVENTION REMAINS IN A READY STATE

Figure	Label #	Label	Description
5	M304	SCAN/SWIPE DETECTED?	YES - THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A SCAN OR A SWIPE INPUT ; NO - BY DEFAULT IT IS A BUTTON PUSH
5	M306	PROCESSING OF BUTTON PUSH INPUT	
5	M308	GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE	THE MOVEABLE "DEVICES" ISSUES A COUPON AND DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION
5	310	PRODUCT OR COUPON BARCODE?	YES – THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A SCAN OR A SWIPE INPUT THAT IS A PRODUCT OR COUPON BARCODE ; NO – BY DEFAULT IT IS A FREQUENT SHOPPER OR LOYALTY CARD, OR AN UNKNOWN SCAN/SWIPE
5	M312	PROCESSING OF PRODUCT OR COUPON BARCODE SCAN/SWIPE	
5	M314	GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE	THE MOVEABLE "DEVICES" ISSUES A COUPON AND DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION

Figure	Label #	Label	Description
5	M316	FREQUENT SHOPPER OR LOYALTY CARD, OR UNKNOWN SCAN/SWIPE?	YES - THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A FREQUENT SHOPPER OR LOYALTY CARD INPUT ; NO - BY DEFAULT IT IS AN UNKNOWN SCAN/SWIPE
5	M318	PROCESSING OF SHOPPER OR LOYALTY CARD SCAN/SWIPE	
5	M320	GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE	THE MOVEABLE "DEVICES" ISSUES A COUPON AND DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION
5	M322	PROCESSING OF UNKNOWN SCAN/SWIPE	
5	M324	END	

Figure	Label #	Label	Description
6	M400	START	
6	M402	HAS ELECTRIC POWER BEEN DISRUPTED?	YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN A POWER DISRUPTION; NO - THE PRESENT INVENTION REMAINS IN A READY STATE
6	M404	IS INSTORE SYSTEM ONLINE TO REMOTE HOST?	YES - PROCEED TO NEXT LEVEL OF RECOVERY; NO - ESCALATE PROBLEM
6	M406	IS INSTORE SYSTEM ONLINE TO DEVICES?	YES - PROCEED TO NEXT LEVEL OF RECOVERY CHECK AND RESTORE DEVICE COMMUNICATIONS; NO - ESCALATE PROBLEM
6	M408	CHECK AND RESTORE DEVICE COMMUNICATIONS	
6	M410	ARE DEVICE COMMUNICATIONS RESTORED?	YES - PROCEED TO NEXT LEVEL OF RECOVERY SETUP AND TEST DEVICES; NO - ESCALATE PROBLEM
6	M412	SETUP AND TEST DEVICES	
6	M414	TEST OK?	YES - END; NO - ESCALATE PROBLEM
6	M416	ESCALATE PROBLEM	WHEN PROBLEM ESCALATED, CYCLE THROUGH AGAIN

Figure	Label #	Label	Description
6	M418	IF POWER DISRUPTED OR PROBLEM ESCALATED, CYCLE THROUGH AGAIN	
6	M498	END	
7	M430	START	
7	M432	DEVICE OR INSTORE SYSTEM IP ADDRESS CHANGED?	YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN A CHANGE IN THE IP ADDRESS OF DEVICES OR THE INSTORE SYSTEM; NO - THE PRESENT INVENTION REMAINS IN A READY STATE
7	M434	IF THERE HAS BEEN A CHANGE IN THE IP ADDRESS OF DEVICES OR THE INSTORE SYSTEM PROCEED TO GET IP ADDRESS	
7	M436	GET NEW IP ADDRESS AND TRANSMIT TO INSTORE SYSTEM AND REMOTE HOST	
7	M438	TRANSMIT NEW IP ADDRESS TO DEVICES	

Figure	Label #	Label	Description
6,7	M404	IS INSTORE SYSTEM ONLINE TO REMOTE HOST?	YES - PROCEED TO NEXT LEVEL OF RECOVERY; NO - ESCALATE PROBLEM
6,7	M406	IS INSTORE SYSTEM ONLINE TO DEVICES?	YES – PROCEED TO NEXT LEVEL OF RECOVERY CHECK AND RESTORE DEVICE COMMUNICATIONS; NO – ESCALATE PROBLEM
6,7	M408	CHECK AND RESTORE DEVICE	
6,7	M410	ARE DEVICE COMMUNICATIONS RESTORED?	YES - PROCEED TO NEXT LEVEL OF RECOVERY SETUP AND TEST DEVICES; NO - ESCALATE PROBLEM
6,7	M412	SETUP AND TEST DEVICES	
6,7	M414	TEST OK?	YES - END; NO - ESCALATE PROBLEM
6,7	M416	ESCALATE PROBLEM	WHEN PROBLEM ESCALATED, CYCLE THROUGH AGAIN
7	M488	IF POWER DISRUPTED OR PROBLEM ESCALATED, CYCLE THROUGH AGAIN	
6,7	M498	END	